

## *OHOL 41st CONFERENCE*

### **PROGRESS IN ALZHEIMER'S AND PARKINSON'S DISEASES**

*Fourth International Conference*

*EILAT, ISRAEL, MAY 18 - 23, 1997*

January 1, 1996

#### **ORGANIZERS**

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Biological Research  
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### **Further Information Regarding the AD/PD 97- Exhibition, Sponsorships, Symposia**

#### **Introduction**

Further to the enclosed letter, I have enclosed herein the **Focal Topics** to be covered at this Conference.

Notably, this is going to be a very comprehensive Conference. The following information could be of interest.

At this International Conference we anticipate to have around 800-1000 participants from most or all of the disciplines involved in AD, PD and other related disorders. Thus we expect to have clinicians (neurologists, psychiatrists and others), scientists involved in basic and applied research, representatives from all major drug and other companies which have interest in these fields, representatives from Governmental Agencies responsible for drug approval and harmonization (e.g. FDA, European Health Authorities, etc). Judging from the feedback received so far I am very optimistic about the success of the Conference. More than 500 scientists, physicians and representatives from drug companies from more than 30 countries already expressed their wish to attend the Meeting.

#### **Sponsorship Opportunities**

I would like to reiterate my request for support from your company. The Sponsorship could be reflected in one or more of the following opportunities:

- 1) Sponsorship or Educational Grants of Minisymposia, Workshops or Roundtables and all expenses associated with 4-5 invited speakers 10,000-20,000\$ (amount depending on travel expenses needed).
- 2) Sponsorship of travel and participation of distinguished speakers.

*Address Correspondence To:*

*Administrative Secretariat:*

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- 3) Sponsorship of expenses associated with the publication of the book with Plenum Press (ca. 10,000 \$).
- 4) Sponsorship of the Abstract Book (minimum estimate \$ 5000).
- 5) Sponsorship an exhibition of your company (plenty space will be allocated for exhibition at the Conference).

Details:

\$2,000 per Minimum stand: 6sq.m. (3x2)

Includes: a modular stand of white painted hardwood panels in aluminum frames.

(96x246cm), sign bearing names of exhibiting firm in standard lettering, electrical outlet (single phase, 1,000 W), 2 spotlights (110 W each). Formica-topped table (100x50x70cm), 2 chairs.

- 6) Providing the folders/kits for the participants of the Conference (at least 1,200).
- 7) Advertisement in the Abstract Book (sole advertising rights) - \$8,000
- 8) Advertisement in the Abstract Book (back cover - color) - \$10,000
- 9) Sponsorship of the Get Together Reception (Sunday, May 18, 1997) -  $560 \times \$15 = \$8,400$
- 10) Sponsorship of Dinner for all participants (Tuesday, May 20, 1997) -  $560 \times \$30 = \$16,800$  (560 participants expected at present)
- 11) Sponsorship of Night Cruise in the Bay of Eilat (including Dinner) for all participants, Wednesday, May 21, 1997) -  $560 \times \$48 = \$22,400$
- 12) Sponsorship of the Gala Dinner (Thursday, May 22, 1997) -  $560 \times \$35 + \$1,500 = \$21,100$
- 13) Sponsorship of a Lunch for the Participants (x 3 Lunches) -  $560 \times \$15 = \$8,400$

(#9-13 calculated for 560 participants at present).

- 14) Any other suggestions are most appreciated.

- 8) Dr. Larry Butcher: *Programmed Cell Death and Neurodegenerative Diseases.*
- 9) Dr. Steven Richardson:  *$\beta$ -Amyloid induced Free Radicals in AD.*  
Suggested speakers: Mark Mattson, Ezio Giacobini and 3 more.
- 10) Dr. George Perry: *Free Radicals in AD, PD & ALS.*  
Suggested speakers: G. Perry, M. Smith, M. Viteck, Mark Mattson.
- 11) Dr. Steven Ferris: *Early Clinical Diagnosis of AD.*
- 12) D. Tony Altar: *Neuronal Transplants in PD.*  
Suggested speakers: Warren Olanors, Steve Dunnett, Tony Altar, Andreas Bjorklund.
- 13) *Symposia on Specific Drugs from Certain Drug Companies.*  
Not finalized yet.
- 14) Dr. Sir Martin Roth: *Risk Factors in AD or Causation of AD.*  
Suggested speakers: C.R. Harrington, Claude Wischik, Ihara, W. Bondareff, Robert Loi.
- 15) Dr. Mony DeLeon: *Neuroimaging and Neuropathology of Normal Aging and Pre-clinical AD.*  
Suggested speakers: M. DeLeon, Heiko Braak, Gary Small, Bradley Hyman.
- 16) Dr. P. Dostert: *Involvement of Endogenous/exogenous Neurotoxins in AD/PD.*
- 17) Dr. Paul G. Layer: *Nonclassical Functions of Cholinesterases and their Possible Link to AD and PD.*  
Suggested speakers: S. Greenfield, Marcel Mesulam, Hermona Soreq, R. Robertson, David Small and Paul Layer.
- 18) Dr. Remi Quirion: *APO-E - AD Possible Connection.*  
Suggested speakers: Alan Roses and 4 more speakers.

- 19) Dr. Khalid Iqbal: *Tau proteins and AD*.  
Suggested speakers: Dr. Khalid Iqbal, I. Grundke-Iqbal, George Ruben, Adel C. A. Lonson, Michel Goedert, Anderton, Troyanowski, Mandelkow, Irith Ginzburg, H. Wisniewski
- 20) Dr. Antony McCall: *Brain Glucose Metabolism and Transport in AD*.  
Suggested speakers: Peter Davies, Ian Simpson, Siegfried Hoyer, Sami Harile, Antony McCall
- 21) Dr. Tsunao Saitoh: *Molecular Aspect of Lewy Body Variant of AD*.  
Suggested speakers: Robert Katzman, Larry Hausen, T. Saitoh, E. Perry
- 22) Dr. Carl Cotman: *Apoptosis in AD*.  
Suggested speakers: C. Cotman, E. Johnson, Donald Price and 2 or 3 more.
- 23) *Models of Neurodegenerative Disease*: Dora Games, Donald Prince and 3 or 4 more.
- 24) *Genetics*: R. Tanzi, G. Schellenberg and 3 or 4 names.
- 25) *APP Processing and Toxicity*: Roger Nitsch, Mark Mattson, Sangram Sisodia, Richard Wurtman, Steven Younkin, Konrad Beyreuther.
- 26) *APP Processing and the Cholinergic System*: R. Wurtman, Roger Nitsch, Ezio Giacobini, A. Fisher.

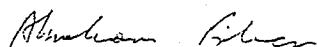
We are now preparing the specific titles and list of speakers. The preliminary list of titles and program is expected around 6 months from now.

Some of the above mentioned minisymposia are already funded in part, especially those marked with \*, however, all of the others still need funding. Their inclusion within the program will depend, in addition to their scientific merits, also on the extent of support received.

I hope that the enclosed information will convince your company about the importance of this Conference and that your company will be one of the sponsors of this Conference.

Looking forward to your feedback and I wish you a Very Happy 1996.

Sincerely yours,



Abraham Fisher, Ph.D.  
Conference Coordinator